

Ann Clark

From: Adam Stumb
Sent: Tuesday, July 09, 2019 7:57 AM
To: Ann Clark
Cc: Barbara McCoy
Subject: FW: Message from "RNP0026739F47C4"
Attachments: 20190709080701979.pdf

The attached goes with the Lost Province Arts Center on the agenda for next week. Ann Rose will be the presenter.

-----Original Message-----

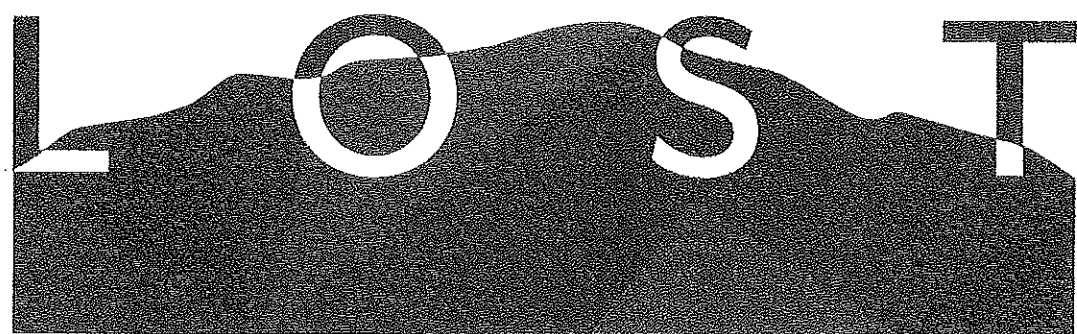
From: RichoAdmin@ashecountygov.com [mailto:RichoAdmin@ashecountygov.com]
Sent: Tuesday, July 9, 2019 8:07 AM
To: Adam Stumb <adam.stumb@ashecountygov.com>
Subject: Message from "RNP0026739F47C4"

This E-mail was sent from "RNP0026739F47C4" (MP C3503).

Scan Date: 07.09.2019 08:07:01 (-0400)
Queries to: RichoAdmin@ashecountygov.com

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LOST



PROVINCE

CENTER FOR CULTURAL ARTS

Lost Province Center for the Cultural Arts

Background

Lansing, in Ashe County, North Carolina, is a historic town and a community that has deep roots in Appalachian culture and the arts including music, crafts, literature, pottery, farming, cabinetry and furniture making, fermentation art, fiber arts, leather work and more. Over the years the town has suffered from lack of economic opportunity for its young people and ensuing population loss. Empty retail store fronts tell the story.

The Lansing school, seen here, was constructed of stone in 1938 under the Public Works program during the depression. It was the local Lansing school for all grades until 1992. Since then it has been empty and has slowly deteriorated.



Vision

This historic and beautiful building is the center point for a community revitalization project to provide education once again focusing on the historic arts, crafts and skills of Appalachia.

The vision is to renovate the old school building to create an accredited learning center to promote the Appalachian arts, crafts and skills. This has the potential to revitalize not only the arts and crafts of Appalachia but also provide economic impact for this beautiful rural area of 27,000 population. It would bring both skilled artisan trainers and students to the area and have a spin off economic impact for the community in demand for accommodation, food, activities and services.

Funding

Funding is needed for the purchase and renovation of the building. Public and private funding will be sought for both capital and operational costs. A project manager has been identified. A nonprofit 501c-3 is set up with a board to oversee and guide the process. The town leadership is excited and supportive of this venture as is the board and membership of a local non-profit, the Greater Lansing Area Development or GLAD.

GLAD is responsible for raising the funds to develop and expand a 77 acre town park that includes a renovated barn currently used for music, dance and bingo which is five minute walk from the old school. The park also is home of the Ola Belle Reed stage that is the anchor of many seasonal festivals and other events. Ola Belle Reed was a music teacher in Lansing School. She is partly responsible for the strong music community present in this Appalachia mountain area.



Lost Province Center for Cultural Arts

Project Brief

Goal

The project goal is to purchase, renovate, repurpose and regenerate a historic site in Lansing, Ashe County, North Carolina to create a center focused on preserving and expanding educational and innovation opportunities in Appalachian arts, crafts and skills for a range of age groups. It will be called, Lost Province Center for Cultural Arts.

Objectives

1. To form a 501(c)3 state registered nonprofit organization, called the Lost Province Center for Cultural Arts (hereinafter, Lost Province), with fully constituted volunteer board (completed, see Appendix 1 for IRS letter and Appendix 2 for Board Members).
2. To purchase a 3.8 acre historic property in Lansing, North Carolina, composed of three buildings, two of which are on the Historic Register.
3. To restore the exterior and design and renovate interiors of the buildings using a phased approach, described below, to accommodate training and studios for artisanal crafts and cultural activities.
4. To identify and convene a state level artistic board to guide the program and design of building interior. (Initial Advisory Committee is established)



5. To design a program to offer education and skills that enable local residents, both adults and youth, to work and succeed (e.g., through after-school programs focused on science, technology, engineering, arts and math).
6. To directly stimulate the local economy by attracting master artisans, artists-in-residence, trainers and students of all ages to the area who will need accommodation, food, recreational and other services.

History of Property

Lansing, in Ashe County, North Carolina, is a historic town on the Creeper Trail and a community that has deep roots in Appalachian culture and the arts including music, crafts, literature, pottery, cabinetry and furniture making, fermentation art, fiber arts, fine arts and more. Over the years the town and surrounding county of 27,000 people have suffered from lack of economic opportunity for its young people and ensuing unemployment and population loss.

The Lansing school, seen above, was constructed of stone in 1938 under the Public Works program during the depression. The site is 3.8 acres and includes three buildings -- the stone 'school-house' building, and two outbuildings: one concrete block, and one brick building. The stone and brick buildings are on the Historic Register. It was the local Lansing grade school from time of construction until 1992. Since then it has had limited use as an event facility and, consequently, most of the facilities need substantial renovation.

Lost Province has a good faith agreement with the current owners and are negotiating terms of sale.

In addition to the three buildings mentioned above, there are two other buildings that were originally part of the school property. One was the gym and the other was the cafeteria. The cafeteria building is currently owned by the local veteran's affairs and the gym is privately owned. Both the Board and Advisory Committee believe that Lost Province should purchase the whole site to have sufficient parking available and also to prevent unwanted activities adjacent to the prime site. The gym building owners want to sell. The building would likely be leveled for parking since it is not attractive or safe.

Benefit to Community

The renovated and repurposed site and buildings would become a center point for community revitalization of Appalachian arts and crafts and complementary 21st century digital and business skills. Further, Lost Province aims to provide a range of classes and learning opportunities for others, from post high school adults to retirees. Course content, length and timing will be designed by the Artistic Committee and will vary to provide maximum opportunities for participation, whether day, evening or weekend, week-long, month(s)-long or semester-long.

Lost Province also envisages an afterschool program and summer camp STEM focused program for school age children and youth.

By bringing skilled artisan trainers and crafts experts and students to the area, the community and economy of the area would benefit, thereby stimulating steady demand for accommodation, food, activities and services as well as consequential social impact on the community of Lansing. Lost Province



will also attract new artisans to the area. Ashe county and surrounding county residents will be able to access courses to enhance their skills and earning capacity to enable them to remain in a rural community. In this way Lost Province would provide economic opportunities and a ready workforce, preserve natural and cultural assets, and promote leadership and community capacity.

The vision is that the program centered at this site would complement other cultural and arts and crafts programs in North Carolina and Ashe county. Some suggested course offerings could include:

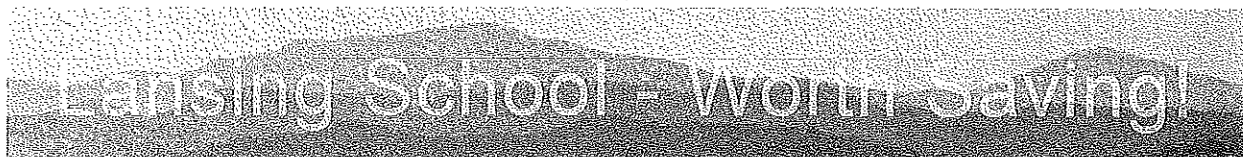
- Historic and cultural preservation
 - Voice, music, song writing
 - Woodworking, cabinetry, handmade wood musical instruments
 - Fiber arts such as quilting, basketry, wicker, leather
 - Blacksmithing, glass blowing, stained glass
 - Culinary arts such as charcuterie, fermentation science
 - Fine art and fold art
- Digital and business skills
 - Digital design and manufacturing for arts/crafts
 - Entrepreneurship
 - Business development
 - Alternative energy
- Youth and child focused programs
 - After school program
 - Summer camp program in partnership with GLAD (Greater Lansing Area Development) and the Lansing Town Council

Partnerships

The Mayor and Aldermen of the town of Lansing are excited and supportive of this venture. The board and membership of a local nonprofit organization, the Greater Lansing Area Development or GLAD is also very supportive. Over the last three to four years GLAD raised the funds to purchase land and develop a 77-acre town park along a beautiful trout stream known as Big Horse Creek. The park includes mountain biking and walking trails, fishing piers, camp sites, and a renovated barn currently used for music, dance and bingo. The park is a three-minute walk from the old school. It is also home of the Ola Belle Reed stage which is the anchor of many seasonal festivals and other events. (Note: Ola Belle Reed was a music teacher in Lansing School. She is partly responsible for the strong music community present in this Appalachian mountain area.)

Lost Province also has the verbal support of the Boards of the Ashe Arts Council and Florence Thomas Art School in West Jefferson. Both organizations are open to partnering with this venture and providing mentorship. The Ashe County Economic Development committee is also supportive of the concept as is the Ashe County School Board.

The Lost Province Center for Cultural Arts has a fully constituted volunteer board of experienced people to lead this venture (see referenced Appendix 2) as well as an experienced fifteen-member artistic



advisory committee with varied skillsets including fund raising, management consulting, commercial and home construction, architecture, banking, videography, art and graphic design among others.

Financial Opportunities

Lost Province requires funds to purchase and renovate the property, develop facilities and program, recruit staff, and hire an Executive Director (who is currently working on a volunteer basis). We are seeking public and private funding/donations as a 501(c)3, for capital and operational costs.

The project team has taken several steps to date:

- Identified a project manager/Executive Director
- Completed and received from the IRS registration as a nonprofit organization with 501(c)3 status
- Established an experienced volunteer Board to oversee and guide the process supported by an Advisory Committee of 15
- Identified professional services resources (a lawyer and an accountant, at this point) willing to provide pro bono professional services
- Conducted initial fund raising through online giving and a silent auction

Lost Province has developed a phased approach to the project. Phase 1 includes steps to purchase the property and the purchase price. We estimate Phase 1 to be approximately \$1 Million. Several experienced personnel strongly suggest that this amount will be required to purchase the property and initiate work at the site.

Application for funding includes the following Phase 1 activities:

- Commercial valuation of three properties
- Site, structural and pre-purchase assessments
- Purchase of the 3.8 acre site with historic stone building
- Purchase of two, separately owned buildings
- Demolition of one of the above buildings, the former gymnasium
- Minimal overhead expenses
- Estimates of repair costs
- Architectural design of site and interior of stone building
- Design-bid document preparation
- Development of a five-year strategic and one-year operational plan
- Marketing, including but not limited to logo, website, video, and social media
- Proposal writing
- Fund raising with private donors:

After purchase of the property Lost Province will apply for funds to restore the building(s) and develop the program. Potential sources for these funds are:

- NC Department of Natural and Cultural Resources



- Appalachian Regional Council
- Ashe County Economic Development fund
- State Historic Preservation Fund
- National Endowment for the Arts
- Bank of America Foundation
- Blue Ridge Music Trail
- Golden Leaf Foundation
- Kate B Reynolds Foundation
- Blue Cross Blue Shield Foundation
- Clabough Foundation
- Private individuals

Income generation will come from student fees, fund raising and rental of various sized studio apartments to be created within the renovated complex.

The expected outputs for the first year of the project are:

- Completion of all pre-purchase steps such as commercial valuation, site and building assessments
- Purchase of the 3.8 acre property
- Purchase of the gym property
- Negotiations and possible purchase of the veterans building
- Leveling of the gym property into a parking area
- Development of a five year business plan/financial plan with timeline to include detailed costs for following phases and renovation of buildings
- Marketing plan, logo developed, website built
- At least three applications for additional funding completed
- Development of an income strategy for sustainability

Proposed additional project phases

Phase 2 (Years 2 and 3)

- Form an Artistic Committee led by an arts/culture director with responsibility to design and guide program and content
- Renovate ground floor following architectural design
- Curriculum design
- Proposal writing/fund raising for operating and capital expenses

Phase 3 (years 4 and 5)

- Renovate second floor of stone building
- Begin offering classes (in two or more areas) and summer camp program using the ground floor

Imminent Threats



The property is in disrepair and will continue to degrade and become an eyesore if it is not renovated and used. This negative movement combined with recent history of continuous neglect, converts to liability as the site is reclaimed by the environment. This will have a lingering negative effect on the heart of Lansing. The net result of doing nothing will be a blight on the community as other small businesses struggle to survive in this rural community.

The granite building appears structurally sound, subject to an engineer's report, and contains beautiful oak floor boarding and substantial, stable, stud partitioning to the internal spaces. However, alteration to the walls and ceiling structure will have the effect of compromising the stability of the building, as evidenced in the removal of the beadboard wainscoting which will have contributed to diagonal bracing of the interior structure. Any further removal of material, especially the stud partitioning will affect the stability of the building. The exterior mortar pointing to the stonework is in excellent condition. The external doors and windows will require replacing. The original roof finish was replaced, later in the 20th century, according to the 2009 report prepared for the National Register of Historic Places. It appears unclear exactly what other recent roof modifications may have taken place. Electricity is up to code on the ground floor of the stone building.

Longer-term Threats

The board recognizes that this project will require long term commitment to enable the full development of the property. Purchase is only the first step. The cost of renovation will be challenging and will require fund raising from multiple sources. The board also recognizes that the center is unlikely to achieve fully self-sustaining status since interviews and meetings with similar art and cultural institutions with a lengthy history have revealed that they have not been able to be fully self-sustaining. An ongoing recognized threat will be the need and the challenge to continually fund raise and create a pool of regular donors.

Summary:

Lost Province believes this is an exciting opportunity to restore a historic site and revitalize a rural community. We also recognize the challenges and the long term commitment needed to make this a reality. Lost Province asks the Natural Capital Investment Fund to seriously consider this brief in anticipation of working towards a formal application.



Appendix 1

Articles of Incorporation and IRS Letter providing EIN are attached as pdfs.



Appendix 2

Brief Biographies of Board Members

Board Chair: David Norman

David Norman is experienced in nonprofit leadership, strategic planning and fund raising. He served for eight years, with two as Chair of the Board and CEO of the organization, on a 501(c)6 membership organization, the Institute of Management Consultants, USA (IMC USA), and is current Chair of the Board of the Foundation (of IMC USA), a 501(c)3. Norman further has served as a Stewardship Chair of his former church and multiple years as an elected leader.

David Norman holds multiple certifications: the designation, "**Certified Management Consultant**" (CMC®)," from the Institute of Management Consultants, "**CMC-AF**," **CMC-Academic Fellow**, the only American so recognized the ICMCI (International Council of Management Consulting Institutes), and was recently recognized a **FIMC**, a Fellow of IMC USA, one of only 58 in 50 years. **Certified EOS Implementer** (CEOSi), and "**Certified Business Manager** (CBM)."

Norman founded his own consulting firm, Traction Matters/David Norman & Associates, in 1995 to offer results-oriented services to small and mid-sized companies, non-profit organizations, and governmental agencies. In addition, Norman has helped management through development of long-range plans and strategic plans and assisted in resolving succession issues. He has served as Interim Executive Director at several not-for-profits undergoing change. He has assisted troubled organizations with improving operations, strengthening management, and increasing profitability.

After graduating from Furman University, Norman earned an MBA from the University of North Carolina at Chapel Hill. Norman was, recently, an Adjunct Professor at McColl School at Queens University. He taught Investments, Strategic Management, Corporate Finance, Organizational Behavior, Principles of Management, and Principles of Marketing.

Treasurer: Elizabeth Johnson

Elizabeth Johnson has deep roots locally having been raised in West Jefferson, attended a local high school and lived in Lansing for 36 years. She has a degree from Rutledge College. Johnson has extensive experience in financial accounting as she has worked as a bookkeeper and tax preparer for a local business for 35 years. She is married with grandchildren and enjoys, reading, walking on the Creeper Trail and attending concerts.

Secretary: Sharon Arscott-Mills

Sharon Arscott-Mills recently retired from a lengthy career as a senior advisor in international development and global health. She holds a B.S. in nursing from Rutgers University and a Masters' in Public Health from Emory University. Her most recent employer was ICF, a global consulting firm. Prior to that she worked for IntraHealth International, a nonprofit based in



Chapel Hill, North Carolina and before that for the United States Agency for International Development both in Washington, DC and Kathmandu, Nepal. She has extensive experience in researching, designing, and leading implementation of community development programs and in solving national health system challenges in the developing world. She also has experience in proposal writing for fund raising. Arscott-Mills was born and grew up in Zambia, Africa. She currently lives in Lansing and is interested in using the skills and experience gained during her working career to contribute to the Lost Province project and bring new vitality to a beautiful rural community.

At large board members:

Vicki Hathorn has provided executive coaching and education to leaders at all levels of organizations for over 20 years. She brings her in-depth knowledge of applied behavioral science, creative strategic thinking and organizational development to assist clients to achieve significant, measurable and sustained results. Her clients include industries in oil and gas, power, engineering and construction technology, life sciences, and clean energy sectors. She has worked extensively in Europe, Asia, Africa, and North and South America.

Hathorn has also coached individuals and leadership teams at Fortune 500 companies to assist them to achieve measurable improvements in strategic and tactical revenue, process improvement, change management, customer satisfaction and employee engagement. Hathorn has a B.S and M.S. in Industrial/Organizational Psychology from Jacksonville State University and an MA in Depth Psychology from Pacifica Graduate Institute. Prior to her consulting career Hathorn founded, owned and managed a successful wholesale manufacturing and distribution company where she developed many of the tools and strategies she now shares with others. She currently lives in Ashe County.

George Ford is a former sales engineer, custom home builder, turned creator of On the Windfall Farm. He is from Rome Georgia, and more recently spent 30 years in the Charlotte area before landing in Ashe County. When he's not tending to his farm-stay cottages and venue, he enjoys creating whimsical handcrafted building projects on and outside the farm. George raises sheep, Highland cows, and chickens.

Carole R Ford is an account manager for a large Pittsburgh based company. After spending many years in the Charlotte-Davidson areas raising a family she relocated to Ashe County. She is passionate about fine arts, gardening and wildlife conservation. She and her husband, George reside on their mountaintop farm where they offer farm-stay getaways and occasionally host events at a handcrafted venue on this remote Appalachian mountaintop.

George Kosinski was born in Scotland, raised in England and traveled many years internationally. Kosinski is a retired British architect who has been working full-time as a painter in watercolors and oils, teaching students of all ages along the way, over the last 28 years. He



has settled in the Appalachian Mountains and is especially fond of Western Ashe County and Grayson Highlands, which he has called home. His website is Kosinskistudio.com.

Edy Dotson

General Manager ... Entrepreneur ... Business Development

Top-performing and highly versatile offering 20+ years of experience developing and rebuilding business in challenging, competitive markets. Consistently develop new business, increase revenues, and penetrate new markets through a creative, customer-driven and solutions-focused strategy. Recognized for skill in revitalizing a company's organizational infrastructure, products, and sales / marketing strategies to optimize results. Demonstrated success in business start-ups and turning underperforming operations into success stories. Dynamic, hands-on leader talented in training and motivating cross-functional teams in concerted effort to achieve targeted goals.

Executive Director: Ann Rose

Ann Rose is currently a self-employed farmer and owner-operator of Rose Mountain Farm in Lansing North Carolina. Rose trained and worked as a nurse until 2006 when she left nursing to pursue farming. She has a deep love for the area exhibited by her 23- year residency and involvement and leadership in the Greater Lansing Area Development (GLAD) nonprofit which she served as project manager in 2011 to 2014 and president from 2018/2019. Rose wrote grants and raised \$1.2 million to buy land and develop a beautiful 77-acre park in the town along Big Horse Creek. The park has contributed to bringing more visitors and locals to Lansing. Rose has offered to take the role of executive director of the Lost Province Center for Cultural Arts and has already been serving in this capacity voluntarily.

